

Creation of a Development Strategy in Social Networks*

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Abstract

Today, 90% of marketers say social media is gaining the attention of their company, just one of its many benefits. Social media is an essential part of any marketing strategy. The benefits of using social media are so great. Social media marketing is a key element of business success and many companies are realizing the business growth potential of this platform.

Social media helps a business to attract new customers, build a reputation, and increase sales. The increase in the number of users of social networks, penetration into international markets, ample opportunities for analytics make this marketing tool effective and attractive for promoting a company in various industries. A large number of companies are currently in need of creating a social network that will be integrated into their business in order to reduce costs. The purpose of the article is to investigate the creation of a development strategy in social networks.

The tasks set in the article are: to give a concept to social networks, to explore options for marketing campaigns in social networks, to consider popular social media platforms that a company can use to promote its business.

Keywords-component: social networks, audience, marketing, promotion, content, advertising.